

ROLE DESCRIPTION

Title:	Community Fundraiser
Responsible to:	Director of Development
Grade:	G
Hours:	37.5 hours per week
Salary:	Up to £25,000 dependent on experience

Job Purpose

1. To manage and develop all aspects of YMCA Milton Keynes community fundraising activity, including groups and individuals.
2. To identify, develop and manage relationships, with new or existing individuals, groups or associations working in support of YMCA Milton Keynes.
3. To grow this area as a diverse and sustainable income stream for the charity over the next 5 years, including creating and initiating new events and opportunities to extend our community reach.
4. To develop a programme of activity where YMCA residents can engage in community fundraising activity, acting as ambassadors for our work.
5. To coordinate a team of wider community volunteers to support all YMCA events and community engagement activities, to enable us to extend the reach and impact of this work.

Community & individual fundraising

6. To build on the success of the existing community fundraising programme, managing our existing portfolio of supporters and to identify and recruit new supporters.
7. To develop and maintain a large portfolio of community, challenge and individual giving activities and develop and implement a donor stewardship programme to ensure that donor care and retention remains integral to all that we do.

YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

SUPPORT & ADVICE

ACCOMMODATION


FAMILY WORK

HEALTH & WELLBEING

TRAINING & EDUCATION

8. To research, develop and deliver an innovative and diverse community and challenge fundraising programme to attract and retain supporters
9. To develop and manage YMCA's challenge event portfolio, including running and cycling events, but with scope to develop a wider portfolio of community engagement activities
10. To ensure that all individual and group led events, activities and collections are well coordinated, promoted and supported.
11. Working in conjunction with the Grants & Trusts Manager to develop powerful, compelling, enduring and tangible campaigns that connect the community with the work of YMCA MK, building a strong individual giving portfolio that identifies market opportunities to acquire and retain supporters.
12. To develop and manage viable opportunities for YMCA, ensuring that the generation of income is core to all activity.
13. To secure income against an agreed target and schedule for activity, tracking progress and reporting on variances.
14. To maintain accurate and robust records of all community, challenge and individual activity within YMCA's database, ensuring compliance with GDPR policy.

Volunteer engagement

15. To develop a volunteer ambassador programme to engage YMCA residents in our community work
 16. To manage, supervise and motivate YMCA residents whilst they are engaged in community fundraising activity
 17. To plan and deliver appropriate training and support for YMCA residents in order to develop their skills and enhance their personal growth when participating in community events/activities.
 18. To recruit and coordinate a network of wider community volunteers, increasing awareness of and support for our work in the local community
 19. To plan and deliver appropriate training and support for our community volunteers, ensuring they feel valued and understand the impact of their contribution to YMCA.
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Systems, Policies and Procedures

20. To ensure that effective and efficient systems, policies and procedures are in place and adhered to in relation to all YMCA community fundraising activity:
- i. Compliance with data handling as relating to GDPR policy
 - ii. safe handling of all money for community activity
 - iii. compliance with all statutory responsibilities, including regulations relating to fire, health and safety, accessibility, trading standards, waste management, etc.
 - iv. risk assessments on challenge/community events

Marketing and promotion

21. Working with YMCA's Marketing Manager to develop appropriate marketing and communications plans to support the delivery all community, challenge and individual activity and maximise engagement.
22. Develop and manage communication tools to promote the events and activities and oversee all materials for activities.
23. Contribute to the development of communication plans and initiatives to ensure community engagement and participation.

General and Other Duties

24. Ensure all policies and community fundraising activity complies with charity and other relevant legislation.
25. Such other duties, which the Chief Executive/Director of Development may from time to time require.

It is essential that the post holder maintains confidentiality at all times.

Competency and Personal Skills

Knowledge and Skills - essential




1. Experience of running or working for a charity, and/or knowledge of community fundraising.
2. Proven experience of exceeding targets and working Key Performance Indicators (KPIs).
3. Ability to conceive, plan and own operational delivery strategies to deliver near, mid and longer-term objectives.
4. Excellent ability to motivate, inspire and influence people.
5. Ability to engage with a variety of audiences, using a variety of techniques and approaches, building long lasting relationships.
6. Experience of managing a diverse range of community engagement and mass participation events/activities.
7. Experience of working with volunteers, developing programmes to recruit, train and manage volunteers.
8. Ability to problem solve and design and implement solutions effectively.

Desirable – essential in due course

9. An understanding of the needs and priorities of the not-for-profit sector
10. Awareness of major issues in the not for profit sector and youth homelessness, specifically the issues that face the YMCA Milton Keynes.

Personal Qualities

11. Confident, enthusiastic, self-motivated and proactive.
 12. Excellent relationship builder with ability to engage and support a wide range of audiences, including young people who are residents of YMCA.
 13. Proficient in the use of technology and willing to learn new ways of working as needed.
 14. Ability to advise and work alongside all staff to support and implement wider YMCA objectives.
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15. Ability to work effectively to tight deadlines and to organise own workload.

16. Commitment and flexibility in approach to work to meet the demands of the post and manage a very busy work load and diary.

